



College Bound Scholarship Direct Mail Campaign

A targeted mailing, with a follow-up automated or personal phone call, is a great way to enroll eligible students in College Bound. Include in the mailing a letter from a school official, an application, and a deadline to return the application. To reduce costs, many schools include the targeted mailing with report cards or other mailings. Below are the steps to consider when implementing a direct mail campaign.

✓	To Do:	Who	When
	Assemble a team to assist you.		
	Request a list of students who have already signed up for College Bound from the Higher Education Coordinating Board (HECB). Send an email to collegebound@hecb.wa.gov to request the list.		
	Download the Disclosure of Free and Reduced Price Information Agreement to authorize you to access the list of eligible students. (www.hecb.wa.gov/collegebound click on <i>School Personnel</i> and go to <i>Resources</i>)		
	Request a list of students currently eligible for free/reduced price lunch from your "list-keeper" by providing the disclosure form and explaining how information will be used for your College Bound enrollment efforts. Your list-keeper may be a counselor, principal, superintendent or a nutrition director at the district office.		
	Crosscheck both lists to determine which students have yet to enroll.		
	Create copies of the College Bound Scholarship application (below) or request copies from the HECB at collegebound@hecb.wa.gov .		
	BONUS (and very effective strategy) Create mailing labels to put on the scholarship application with the following: • First Name, Middle Initial, Last Name • State Student Identifier (SSI, found on WASL score report) • Email address for student (if available) • Date of Birth • Current Grade Level (7th or 8th) • Current School Name • Permanent Mailing Address • Parent/Guardian Full Name.		
	Place mailing labels on the front page of the College Bound Scholarship applications.		
	Customize a sample letter (www.hecb.wa.gov/collegbound click on <i>School Personnel</i> and go to <i>Resources</i>).		
	Download list of eligible colleges and copy onto the back of your letters (http://www.hecb.wa.gov/paying/waaidprgm/documents/SNGInstitutionlist.pdf)		
	Mail Letters and applications (include in bulk mailing to reduce costs).		
	Customize automated phone call reminding students to return applications.		
	Place automated/personal call reminders.		
	Collect applications, verify they are complete, and request your College Bound Counselor pick them up or send them certified mail to: HECB • College Bound Scholarship • PO Box 43430 • Olympia, WA 98504-3430.		
	Crosscheck both lists to determine which students have yet to enroll.		
	Decide what strategies you will use next to reach remaining students.		



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A few things to consider:

- **Attaching student information labels**, including the State Student Identification number, to the application before mailing is not essential, but will save time and avoid incomplete applications.
- **Placing a reminder automated phone call or personal call** can double enrollment.
- **Listing eligible colleges** on the back of the letter will let students know they can attend two- and four-year colleges, both public and private.
- **Please encourage students and families to include the social security number.** The social security number will be protected and secure, and the scholarship cannot be disbursed without it.

Who can help?

Contact a College Bound Counselor in your ESD to help you organize a direct mail campaign to enroll students.

<u>ESD 101</u> : Keith Slim-Tolagai	509.251.3787	kslimtolagai@collegesuccessfoundation.org
<u>ESD 105</u> : College Bound Counselor	509.840.9202	esd105@collegesuccessfoundation.org
<u>ESD 112</u> : Lucy Nichols	360.521.3854	lnichols@collegesuccessfoundation.org
<u>ESD 113</u> : College Bound Counselor	253.200.1486	esd113@collegesuccessfoundation.org
<u>ESD 114</u> : Alyson Galloway	360.609.3540	agalloway@collegesuccessfoundation.org
<u>ESD 121</u> : M. Michelle Mattox	206.931.6768	mmattox@collegesuccessfoundation.org
<u>ESD 123</u> : Janie Morales-Castro	509.840.9202	jmoralescastro@collegesuccessfoundation.org
<u>ESD 171</u> : Becky Hightower	509.322.6788	rhightower@collegesuccessfoundation.org
<u>ESD 189</u> : Molly J. Foote	360.647.5120	mfoote@collegesuccessfoundation.org



The College Bound Scholarship is a state-funded financial aid program administered by the Higher Education Coordinating Board (HECB). Students may apply online at www.hecb.wa.gov/collegebound. The HECB provides schools with numbers and names of students who have applied, and with free promotional materials. Please contact the HECB at collegebound@hecb.wa.gov or 1-888-535-0747 for questions regarding program administration, funding, student eligibility, etc.

A Washington Opportunity Pathway
College Bound Scholarship
Application and Pledge
2009-2010

DEADLINE – JUNE 30, 2010

The Washington College Bound Scholarship program is a commitment of college scholarship funds to selected Washington middle school students. To be eligible, you must meet the family income standards, make a pledge to graduate from a Washington high school with a 2.0 GPA or higher, and be a good citizen. Family income from your senior year will be verified upon high school graduation.

DID YOU KNOW?

- **You can enroll online!** The process is quick and easy. Apply online at: www.hecb.wa.gov/collegebound
- You should apply in either 7th OR 8th grade. You do not need to re-apply each year.
- Students will receive a College Bound certificate after all required information is received.

Complete each section of the application. Please print neatly using a pen.

STUDENT INFORMATION (Print your full, legal name)

First name: _____ Middle initial: _____ Last name: _____

State Student Identifier: _____ **and/or** Social Security Number: _____
(10 digit number found on WASL score report) XXX - XX - XXXX

Either the Social Security Number (SSN) or the State Student Identifier is required. You will need a SSN to receive the scholarship.

Email address for Student: _____
(if available)

Date of Birth: _____ / _____ / _____
MM DD YYYY

What grade are you in? ☐ 7th ☐ 8th

Name of school: _____ City: _____

PARENT/LEGAL GUARDIAN INFORMATION (Print your full, legal name)

First name: _____ Middle initial: _____ Last name: _____

Highest educational level earned by either parent/legal guardian now living with the student:

- ☐ Less than a high school diploma ☐ High school diploma ☐ Some college
☐ Certificate/associate degree ☐ Bachelor's degree ☐ Master's/doctorate ☐ Not applicable

Home phone: () _____ Work/cell phone: () _____

Email address for Parent/Legal Guardian: _____
(if available)

Mailing address: _____
(House Number , Street Name, Apartment Number) OR P.O. Box

City

State

Zip

INCOME STANDARDS

To be eligible for the College Bound Scholarship, **your family must meet one of the four income standards below.**

We, the student and parent or legal guardian, certify that one or more of the following is true. **Please check all that apply:**

- ☐ Student is eligible for the federal free or reduced-price lunch program.
- ☐ Student's family receives basic food/TANF benefits.
- ☐ Our 2008 family income from all sources (taxable and nontaxable) was less than or equal to the amounts in the chart.
- ☐ Student is currently in foster care and is automatically eligible to apply. See the Q&As for details regarding who should sign the form.

NOTE: Family income from the student's senior year will be used to verify financial eligibility for this scholarship award.

Family Size	<u>2008 Income</u> <i>Family income must be less than or equal to this amount based on family size</i>	Monthly Income
2	\$27,000	\$2,250
3	\$33,900	\$2,825
4	\$40,800	\$3,400
5	\$47,700	\$3,975
6	\$54,600	\$4,550
7	\$61,600	\$5,125
8	\$68,500	\$5,700
Each additional family member	Add \$6,900	Add \$575

RELEASE OF INFORMATION

In order to serve the student better, please check "YES" to the statements below permitting the Higher Education Coordinating Board to exchange information about the student with selected educational organizations such as colleges and universities, the Office of Superintendent of Public Instruction, the middle and high school attended by the student, and selected public and non-profit organizations.

This exchange may include the student's name, address, birth date, ID number, and other personally identifiable information. Answering "NO" to these questions will not affect the student's eligibility for the College Bound Scholarship, but will reduce the services the Board and other educational entities can provide to the student while in middle and high school.

1. I/We authorize the Higher Education Coordinating Board to release information contained in this application to **colleges and universities and to the Office of Superintendent of Public Instruction** for the purpose of providing scholarships and other assistance to the student, as well as to provide the student with information about preparation for college and enrollment.
☐ YES ☐ NO
2. I/We permit the **Office of Superintendent of Public Instruction and school(s)** at which the student is enrolled to share information from the student's education records with the **Higher Education Coordinating Board** for the purpose of maintaining accurate contact information and for tracking the student's progress.
☐ YES ☐ NO
3. I authorize my name to be shared with selected **public and non-profit agencies** whose goals are to assist students with being successful in middle and high school and in enrolling in Washington state colleges and universities.
☐ YES ☐ NO

STUDENT PLEDGE: Yes, I am college bound! I pledge that I will:

- Do well in middle school and high school, and graduate with a cumulative high school grade point average of 2.0 or higher on a 4.0 scale.
- Be a good citizen in school and in my community, and not commit a felony.
- Apply for financial aid by submitting the Free Application for Federal Student Aid (FAFSA) during my senior year of high school.

AGREEMENT: This must be signed by the student and at least one parent or legal guardian.

- I/We certify that the information contained in this application is true and correct to the best of my/our knowledge.
- I agree to meet the student pledge requirements as stated above.
- I/We declare that our family meets one of the four income standards listed above.
- I/We understand that the student will only be eligible to receive scholarship assistance if the student fulfills the pledge requirements and the family income does not exceed the cutoff at the time of high school graduation.

Student Signature

Date

Parent/Legal Guardian Signature

Date

Mail to: HECB College Bound Scholarship
P.O. Box 43430
Olympia, WA 98504-3430

Questions? See Q&As at: www.hecb.wa.gov/collegebound
Email: collegebound@hecb.wa.gov
Phone: 1-888-535-0747

SAMPLE LETTER

(Insert School Letterhead)

Dear Parent/Guardian,

We have great news! A state program is available to help your child plan for college, pay for college, and begin to realize his/her dreams.

The **College Bound Scholarship** is a state-funded program for seventh and eighth grade students who meet **one** of the following criteria:

- Eligible for Free and Reduced Price Lunch
- Are a foster youth
- Receive TANF (Temporary Assistance for Needy Families) benefits or
- Family meets the income standards as described on the application

We have determined that your child may be eligible to apply for this scholarship. Please fill out the application TODAY and return it to the **counseling office** at the **middle school**. The application can also be completed online at www.hecb.wa.gov/collegebound. In order to allow college partners to serve your student better, please check “YES” to the release of information statements on the application. **The application deadline is June 30, so enroll today!**

As you fill out the application, your child will be asked to make a pledge to:

- Graduate from high school
- Maintain a cumulative GPA of 2.0 or higher
- Be a good citizen and remain crime free

If your child keeps this pledge and your family remains financially eligible (your income will be verified at graduation), then the State of Washington will pay for tuition (at public college rates) and books (\$500 per year) for up to four years at a Washington State public or private university, community college, or a technical college (see back for list of eligible schools).

There are many benefits to earning a degree beyond a high school diploma. By signing and returning the pledge, you and your child are taking the first step to secure a prosperous future – one that the State of Washington will help you reach!

Please contact me at **XXX-XXXX** if you have any questions or need further information. We hope you will take advantage of this very special opportunity.

Sincerely,

XXXXXX XXXXXX

XXXXXX Middle School

PHONE SCRIPT

Greetings from XXXXXXXX-

This is an important announcement about a mailing you will receive or may have received (this week, next week.....fill in the blank). Your middle school child may be eligible for a state scholarship program called College Bound that provides up to 4 years of college tuition, and \$500.00 for books each year. If you are eligible, please fill out the College Bound application included in the mailing and return it to (fill in the blank) as soon as possible. The deadline to sign up is June 30th and your child must sign up while in middle school. Thank you for reviewing the program. If you have questions, please call school counselor, (name) at XXX-XXXX (number).